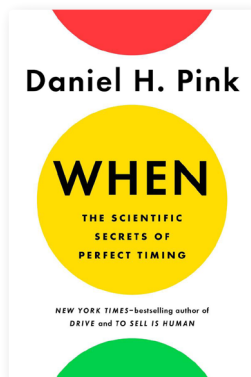
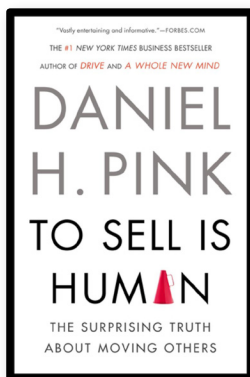
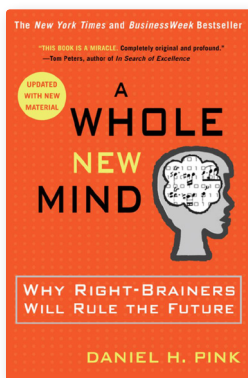
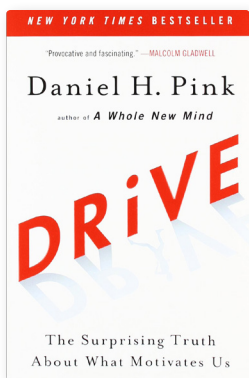


A Community Reading Program



Carlsbad Reads**Together**



Reshape, Transform and Change **Think Like Pink**

Featuring bestselling author Daniel Pink
Sponsored by the Friends of the Carlsbad Library

A Message From the Library & Cultural Arts Director

“Carlsbad Reads Together” is a community-wide reading program presented by Carlsbad’s Library & Cultural Arts Department and sponsored in part by the Friends of the Carlsbad Library. The program, celebrating its thirteenth year, is patterned after successful reading programs throughout the country to engage the community in dialogue and foster an appreciation of reading and literature.

The 2018 program features the works of bestselling author and renowned TED Talk speaker Daniel Pink. I invite you to participate by reading Pink’s books, viewing his TED Talk and attending one or more of the free programs that have been designed around the themes of his works.

I hope you will join us in reading, coming together and learning what it’s like to Think Like Pink!

Heather Pizzuto
Library & Cultural Arts Director

About this year’s selection



This year, for the first time, Carlsbad Reads Together celebrates an author rather than a single title. Daniel Pink is the author of six provocative books – including his newest, ***When: The Scientific Secrets of Perfect Timing***. His other books include the long-running *New York Times* bestseller ***A Whole New Mind*** and the #1 *New York Times* bestsellers ***Drive*** and ***To Sell is Human***. His books have won multiple awards and have been translated into 35 languages. He lives in Washington, D.C. with his wife and their three children.

Pink’s books draw on cutting-edge, scientific research to examine the changing nature of work, school and home life, providing practical tips to help you work smarter and live better. It turns out there is more science than art to many life decisions that we often leave up to intuition and guesswork. Examining broad concepts such as timing, creative thinking, motivation and persuasion, Pink points out the mismatch between what science knows and how businesses and individuals actually behave, providing a platform for transformation. His TED Talk “The Puzzles of Motivation” is one of the 10 most-watched TED Talks of all time, with more than 19 million views.

We hope you will join us for a month of thought-provoking programming around Daniel Pink’s influential work.

An Afternoon with Daniel Pink

Sunday, Feb. 11, 2–4 p.m.

[Carlsbad City Library, Schulman Auditorium, 1775 Dove Lane](#)

Pink will discuss the story behind the featured titles focusing on his new book, *When: The Scientific Secrets of Perfect Timing*. Join us for a discussion and engaging question and answer session followed by a book signing. Free tickets, limit two per person, will be distributed beginning at noon.

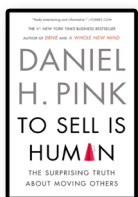
Works by Daniel Pink Available at the Library



When: The Scientific Secrets of Perfect Timing

Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer and more engaged lives.

153.753 PIN – [Dove](#), [Cole](#) & [Learning Center](#); available in other formats

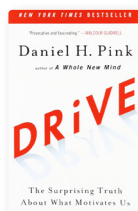


To Sell Is Human: The Surprising Truth About Moving Others

Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest or parents cajoling children to study, we spend our days trying to move others. *To Sell Is Human* offers a fresh look at the art and science of selling. The result is a perceptive and practical book—one that will change how you see the world and transform what you do at work, at school and at home.

Este título está disponible en español como libro electrónico. Si necesita ayuda descargando libros electrónicos por favor solicite ayuda de nuestro personal.

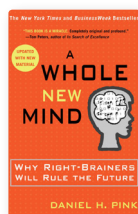
158.2 PIN – [Dove](#), [Cole](#) & [Learning Center](#); available in other formats



Drive: The Surprising Truth About What Motivates Us

While the old-fashioned carrot-and-stick approach worked successfully in the 20th century, it's precisely the wrong way to motivate people for today's challenges. *Drive: The Surprising Truth About What Motivates Us* demonstrates the mismatch between scientific research and what business does. The author examines the three elements of true motivation -- autonomy, mastery, and purpose -- and offers smart and surprising techniques for putting these into action.

153.1534 PIN – [Dove](#), [Cole](#) & [Learning Center](#); available in other formats



A Whole New Mind: Why Right-Brainers Will Rule the Future

Lawyers. Accountants. Software engineers. That's what Mom and Dad encouraged us to become. They were wrong. Gone is the age of "left-brain" dominance. The future belongs to a different kind of mind: designers, inventors, teachers, storytellers—creative and empathic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Daniel Pink outlines the six fundamentally human abilities that are essential for professional success and personal fulfillment—and reveals how to master them.

158 PIN – [Dove](#), [Cole](#) & [Learning Center](#); available in other formats

For a complete list of works, visit www.danpink.com.

Carlsbad Reads Together Events

Locations

[Carlsbad City Library](#)

[Georgina Cole Library](#)

[Carlsbad City Library Learning Center](#)

1775 Dove Lane

1250 Carlsbad Village Drive

3368 Eureka Place

Book Discussions

Read one or more of the four titles and join us for a lively discussion:

[Carlsbad City Library](#)

[Cole Community Room](#)

[Library Learning Center](#)

[Gowland Meeting Room](#)

Tuesday, Feb. 6, 7 p.m.

Tuesday, Feb. 20, 10 a.m.

Wednesday, Feb. 7, 2 p.m.

Thursday, Feb. 8, 2 p.m.

(Discussion in Spanish)

Monday, Feb. 26, 7 p.m.

Films

All films shown at the [Carlsbad City Library](#), [Schulman Auditorium](#)

Carlsbad Film Series

Wednesday, Feb. 7, 6 p.m.

The Boys of '36

(2016, PG, 53 min.)

Wednesday, Feb. 14, 6 p.m.

A Small Act

(2010, PG, 88 min.)

Wednesday, Feb. 21, 6 p.m.

Moneyball

(2011, PG-13, 133 min.)

Wednesday, Feb. 28, 6 p.m.

The Theory of Everything

(2014, PG-13, 123 min.)

Events

Look at ME: Everyone Can Draw!

Saturday, Feb. 3, 11 a.m. – 1 p.m.

[Cole Community Room](#)

Saturday, Feb. 10, 11 a.m. – 1 p.m.

[Carlsbad City Library,](#)

[Gowland Meeting Room](#)

This drawing workshop is open to adults with any level of experience to explore how drawing is a terrific way to learn how to see the world and yourself with a self-portrait. Class size limited, first come, first served.

Age 18+

Patterns for Integration – Zentangle Meditative Drawing

Monday, Feb. 5, 5:30 – 6:30 p.m.

[Cole Community Room](#)

Monday, Feb. 12, 5:30 – 6:30 p.m.

[Carlsbad City Library,](#)

[Gowland Meeting Room](#)

Create and reflect as you strengthen the right side of your brain with the meditative art form of Zentangle. Expressive arts instructor Donna Freher-Lyons will teach participants this relaxing, fun and easy way to create beautiful images by drawing structured, repetitive patterns. Class size limited, first come, first served.

Carlsbad Reads Together Events

Genealogy “Focus On” Series: Telling Your Ancestors’ Stories

Tuesday, Feb. 6 & 20, 2–4 p.m. [Library Learning Center, Room 14](#)

Explore tools and methods available to genealogists for telling your ancestors’ stories and creating a family history narrative augmented with genealogy and local history resources.

Improv 101

Saturday, Feb. 10, 12–1:30 p.m. [Carlsbad City Library, Schulman Auditorium](#)

Improvisation is a skill for everyone – not just actors or comedians. Join San Diego’s most experienced improvisors from Old Town Improv Co. and learn the beginner basics of improv and how it relates to your own skills in business, life and relationships. Class size limited, first come first served. Age 13+

NSDCGS Program Meeting

Tuesday, Feb. 27, 9:30–11:30 a.m. [Carlsbad City Council Chamber](#)

According to Carlsbad Reads Together author Daniel Pink, “Most of our experience, our knowledge and our thinking is organized as stories.” In this new presentation, Linda Serna will cover how to combine family lore and genealogy research to create a compelling history. Contact Program Chair Jim Jacobson at lj2001@cox.net with questions.

Virtual Reality Experiences

All Virtual Reality Experience programs will use an Oculus Rift virtual reality system and active participation is limited to age 13+.

Song of the Sea

Saturday, Feb. 10, 1–4 p.m. [Carlsbad City Library, Study Room 234 A & B](#)

Cartoon Saloon invites you to step inside the Great Storyteller’s Cavern inspired by their Oscar-nominated hand-drawn animated feature film “*Song of the Sea*.” Experience immersion in one of the film’s beautiful, expressive environments and meet the unpredictable, zany storyteller himself!

Tilt Brush

Thursday, Feb. 15, 5–8 p.m. [Cole Community Room](#)

Tilt Brush lets you paint in 3D space with virtual reality. Unleash your creativity with three-dimensional brush strokes, stars, light and even fire. Your room is your canvas. Your palette is your imagination. The possibilities are endless.

theBlu: Season 1

Thursday, Feb. 22, 3:30–6:30 p.m. [Library Learning Center](#)

theBlu is a deeply immersive virtual reality series that allows audiences to experience the wonder and majesty of the ocean through different habitats and come face to face with some of the most awe-inspiring species on the planet.

Exploration HUB Classes

Tell Your Story with Coding

Thursday, Feb. 1, 2:30–3:30 p.m. (Tween) [Carlsbad City Library, Exploration HUB](#)

Sunday, Feb. 4, 2–3 p.m. (Family)

Tuesday, Feb. 13, 6:30–7:30 p.m. (Age 13+)

Everyone has a story to tell. Come to the Exploration HUB and learn how to use an online coding program to tell a story with words and images. You will walk away with simple programming skills in HTML and CSS code. No previous coding experience is necessary for this fun and engaging class. Register online at <http://carlsbadca.libcal.com/calendar/HUBclasses>

Brand Yourself: Create Your Own Logo

Thursday, Feb. 8, 2:30–4 p.m. (Tween) [Carlsbad City Library, Exploration HUB](#)

Friday, Feb. 9, 10–11:30 a.m. (Age 13+)

Saturday, Feb. 17, 2–3:30 p.m. (Family)

Join us in the Exploration HUB and learn about two digital image concepts: Raster and Vector graphics. We will explore Raster graphics using Adobe Photoshop Elements and Vector graphics using the Silhouette Cameo software. You’ll design and print out your own personal logo on paper or vinyl using the Silhouette Cameo cutter. Register online at <http://carlsbadca.libcal.com/calendar/HUBclasses>

Youth Events

There are No Mistakes in Art!

Wednesday, Feb. 7, 4:30–5:30 p.m. [Carlsbad City Library, Gowland Meeting Room](#)

Story, as described by Daniel Pink, combines context with emotion to create deeper understanding. This program is open to children to explore how to use their exploration and creativity skills to convey a story. Children will create their own storyboard. Keeping in mind that each mistake made, may lead to a learning opportunity and will spark new ways of looking at things. All materials will be provided. Grades K–5

Community Art Project

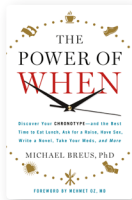
February 1–10 [Carlsbad City Library & Library Learning Center](#)

Pick up a kit at the Children’s Desk at Dove or the Help Desk at the Library Learning Center and contribute to the Community Art Project. Return your decorated square no later than 5 p.m. on Feb. 10. Integrated artwork will be on display Feb. 12 to 28.

For complete descriptions of youth events, please see the February children’s calendar.

Further Readings

Resources for *When: The Scientific Secrets of Perfect Timing*



Breus, Michael

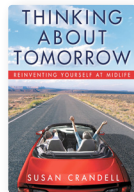
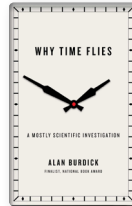
The Power of When: Discover Your Chronotype – and the Best Time to Eat Lunch, Ask for a Raise, Have Sex, Write a Novel, Take Your Meds, and More

612.022 BRE

Burdick, Alan

Why Time Flies: A Mostly Scientific Investigation

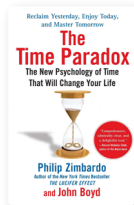
529.2 BUR



Crandell, Susan

Thinking About Tomorrow: Reinventing Yourself at Midlife

305.244 CRA



Zimbardo, Philip

The Time Paradox: The New Psychology of Time that Will Change Your Life

153.753 ZIM

Currey, Mason

Daily Rituals: How Artists Work

700.922 CUR



Resources for *To Sell Is Human: The Surprising Truth About Moving Others*



Voss, Christopher

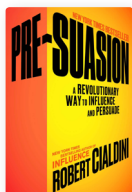
Never Split the Difference: Negotiating As if Your Life Depended on It

158.5 VOS

Cialdini, Robert B.

Pre-suasion: A Revolutionary Way to Influence and Persuade

153.852 CIA



Resources for *Drive: The Surprising Truth About What Motivates Us*



Gneezy, Uri

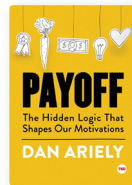
The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life

330 GNE

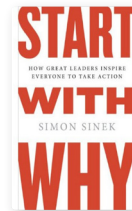
Ariely, Dan

Payoff: The Hidden Logic That Shapes our Motivations

658.314 ARI



Resources for *Drive: The Surprising Truth About What Motivates Us* (continued)



Sinek, Simon

Start with Why: How Great Leaders Inspire Everyone to Take Action

658.4092 SIN

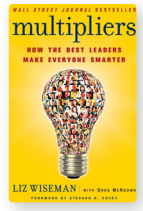
Available in other formats

Wiseman, Liz

Multipliers: How the Best Leaders Make Everyone Smarter

658.4092 WIS

Available in other formats



Resources for *A Whole New Mind: Why Right-Brainers Will Rule the Future*



Campbell, Joseph

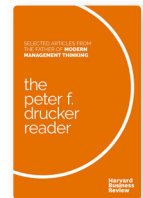
The Hero's Journey: Joseph Campbell on his Life and Work

201.3 CAM

Drucker, Peter

The Peter F. Drucker Reader: Selected Articles from the Father of Modern Management Thinking

658 DRU



Kelley, Tom

The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization

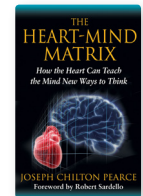
658.406 KEL



Pearce, Joseph

The Heart-Mind Matrix: How the Heart Can Teach the Mind New Ways to Think

158 PEA



Winfrey, Oprah (2009)

Why Right-Brainers Will Rule This Century.

CNN.com. <http://www.cnn.com/2009/LIVING/worklife/05/07/o.Oprah.Interviews>. Daniel.Pink/



Discussion Questions

When: The Scientific Secrets of Perfect Timing

1. In Part One of *When*, Pink discusses larks, owls and third birds. In Part Two he goes into detail about mid-point and mid-life slumps. By knowing what kind of birds we are, can we stave off some of the ill effects of the seemingly inevitable mid-point, or mid-life sag?
2. Endings are an inevitable part of life, but is happiness required for a good ending?
3. Historically, the tendency toward nostalgia has been regarded in an extremely negative way with medical practitioners even going so far as to label it a kind of illness (Mal du Suisse). What does Pink have to say about this, and how do you feel about our tendency to romanticize or fixate on the past?

To Sell Is Human: The Surprising Truth About Moving Others

1. Pink's central argument is that "Like it or not, we're all in sales now." Do you agree? Why or why not?
2. Recall a great sales experience you've had. Also think of one that was terrible – frustrating, annoying or infuriating. What made the difference between the good experience and the bad one?
3. After reading this book, what is one thing you will do differently? Why?

Drive: The Surprising Truth About What Motivates Us

1. Has Pink persuaded you about the gap between what science knows and what organizations do? Do you agree that we need to upgrade our motivational operating system? Why or why not?
2. As you think about your own best work, what aspect of autonomy has been most important to you? Autonomy over what you do (task), when you do it (time), how you do it (technique), or with whom you do it (team)? Why? How much autonomy do you have at work right now? Is that enough?
3. Is education today too Type X—that is, does it put too great an emphasis on extrinsic rewards? If so, how should we reconfigure schools and classrooms? Is there an elegant way to reconcile intrinsic motivation and accountability?

A Whole New Mind: Why Right-Brainers Will Rule the Future

1. In *A Whole New Mind*, Pink argues that in the future it will be right-brainers that "rule the world" while simultaneously acknowledging that we currently live in a left-brained world. If Pink is correct, what does this mean for our current and future workforce?
2. Of the six senses Pink discusses, do you think it will be adequate to develop and capitalize on just one or two of these, or will it be necessary to develop each equally perhaps with less depth to succeed in the new world as it is envisioned by Pink?
3. Do you believe right-brain dominance or left-brain dominance is innate and genetically determined? If so, will Pink's exercises be adequate to overcome these inherent tendencies? Can we really train ourselves to be truly different from what we are by default?

Carlsbad ReadsTogether

Sponsored by the Friends of the Carlsbad Library

Library Locations and Hours

Carlsbad City Library

1775 Dove Lane
Carlsbad, CA 92011
760-602-2049

Georgina Cole Library

1250 Carlsbad Village Drive
Carlsbad, CA 92008
760-434-2870

Library Hours

Monday–Thursday, 9 a.m. – 9 p.m.
Friday & Saturday, 9 a.m. – 5 p.m.
Sunday, 1 – 5 p.m.

Carlsbad City Library Learning Center

3368 Eureka Place
Carlsbad, CA 92008
760-931-4500

Library Learning Center Hours

Monday–Thursday, 9 a.m. – 8 p.m.
Friday, 9 a.m. – 5 p.m.
Closed Saturday & Sunday



With additional support from the
Carlsbad Library and Arts Foundation's
Robert H. Gartner Cultural Endowment Fund.



www.carlsbadlibrary.org



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